

FINDING LOCATION FOR A FAST-FOOD PLACE THAT CAN CATER TO DIFFERENT TASTES

Business Problem

We are all busy these days and do not, in most times, sit in a restaurant for a leisurely meal, especially during lunch time. The option we have is to visit a fast-food place and eat the same type of meal day after day. Most fast-food places belong to giant food chains. They have very little variety to offer in the menu and most time not very healthy with high loads of carbs and sugar in their food. Most people would want to get away from choosing those foods, if they have a choice to go to place that offers not only healthy food but can also cater to different tastes from around the world. This project is to find a location in the Montgomery County, TX for a fast-food place that can exactly do that. From the business point of view, the location should be growing, with good demographic diversity and good-sized middle class. The fast-food place has to provide healthy meals and consider stocking up on ingredients from different parts of the world.

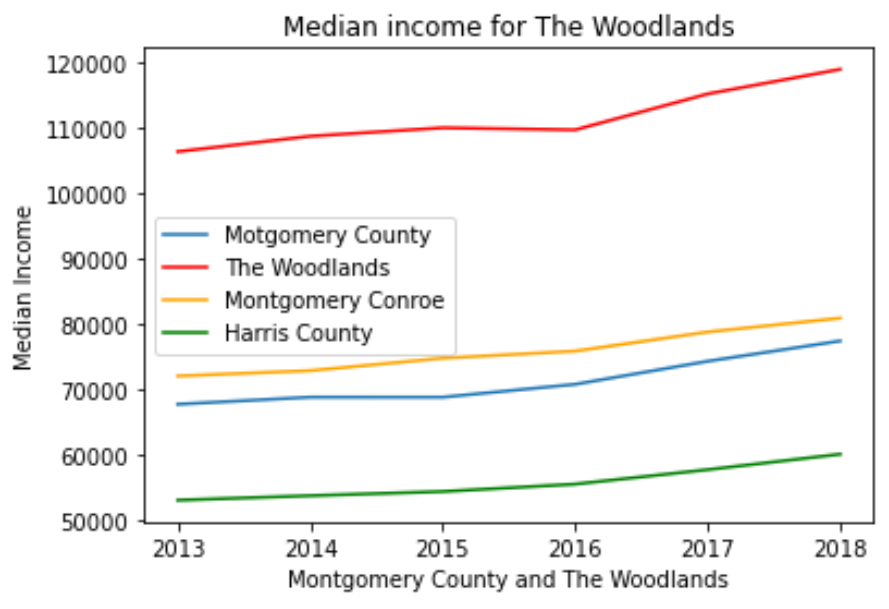
Target Audience

It would be very useful to anyone who wants to start a business whether in eating or clothing or any other small business. Also, for anyone who wants is looking for variety and open to new tastes. Someone who wants to combine health and convenience when deciding to visit a fast-food place.

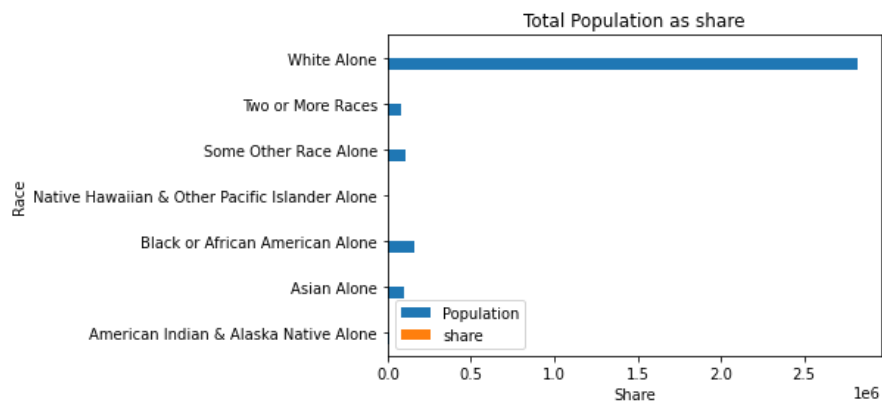
Data

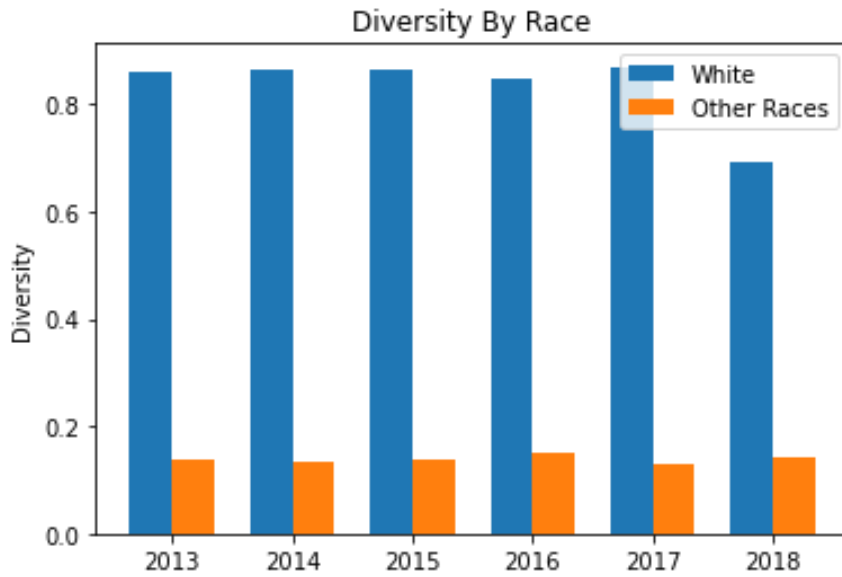
To find the location for a fast-food place, the data was gathered primarily from the government-based county data and datausa.io and Four Square. The data that was primarily considered was the diversity of the population and growth and the income levels and the average wages of the restaurant workers in the area of Montgomery county, TX. Some data had to be combined to find out total

population of different races instead of individually counting. Also, ignored was the data about citizenship. The data was measured first on the basis of income and the area that recorded highest median income was selected

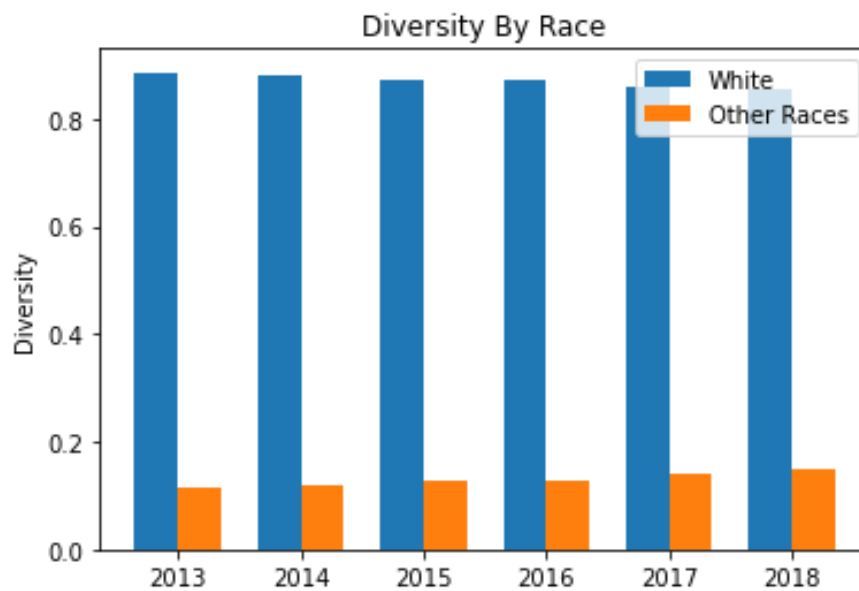


The city of The woodlands stood out from the rest of the county for the highest median income by a big margin. So, it was the obvious choice. Then the rest had to be compared for final pick. Then race and ethnicity diversity were Compared for the county Montgomery and the city The Woodlands.



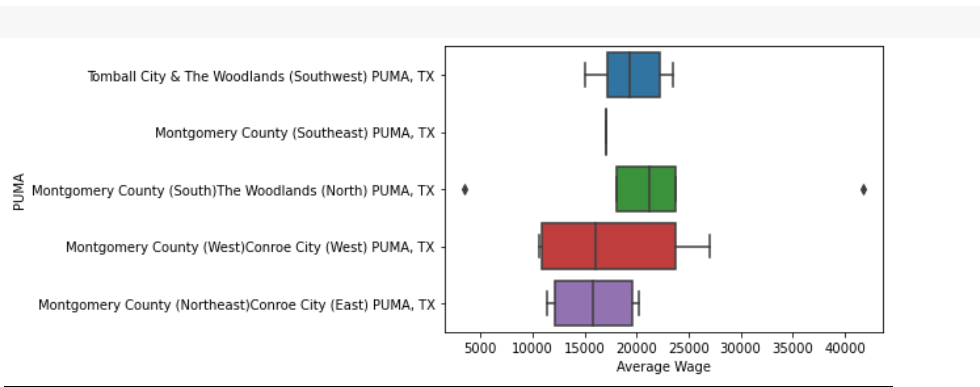
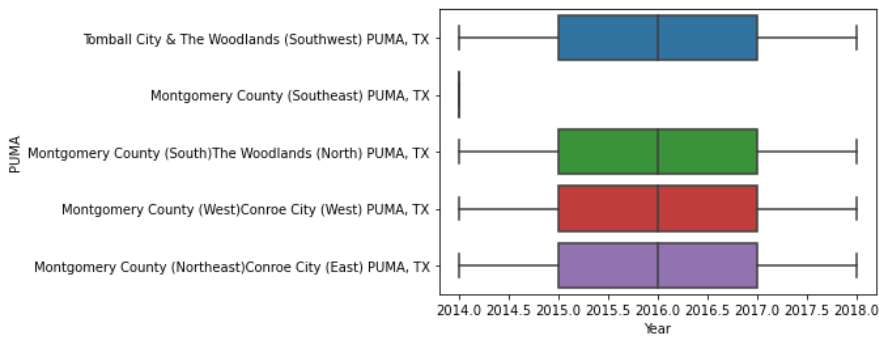


Diversity of race and Ethnicity for The Woodlands



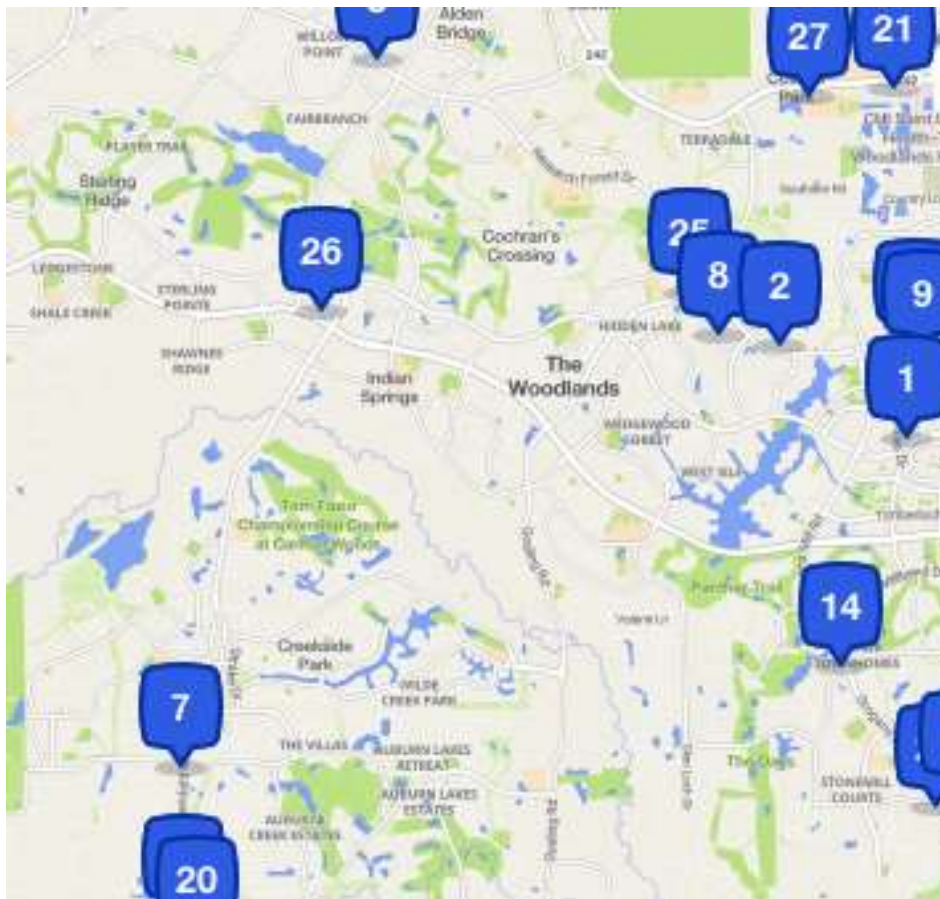
Although there is not much of a difference in demographic diversity for the county and the city, one can see the city gaining population overall which bodes well for any business.

Next the restaurant worker wages were taken into consideration. The average wage for the workers stayed consistent with the county. It was, therefore, not a significant factor for the choice of the location.

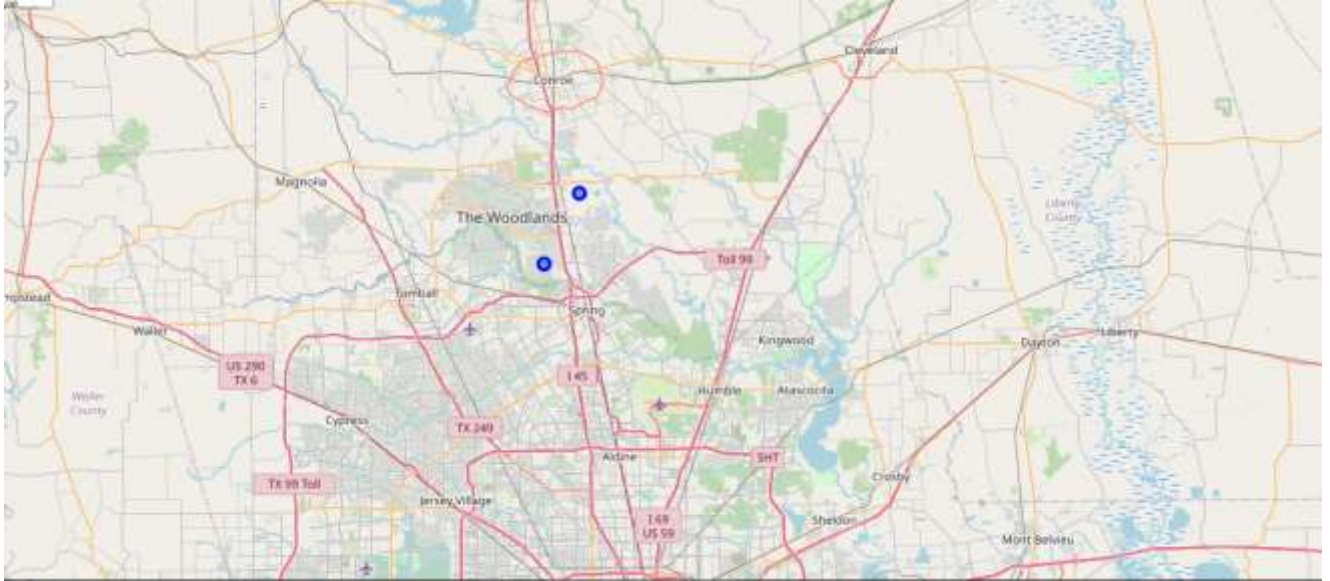


Selection

Checking with the four-square location data for other fast-food places in the vicinity, one finds mostly the fast-food chain places than any place that might cater to different cultures and ethnicities and also healthy



So, the final selection was limited to two zip code areas of the city of The Woodlands.



Data Sources

<http://gis.mctx.org/>

<https://datausa.io/>

Four Square